

MILLARD COUNTY TOURISM PROFILE

County Indicator	2005	2006	2007	% Change 2006-2007	State Ranking
DEMOGRAPHIC					
Population	13,171	13,230	13,414	1.4%	18
Total Non-Ag Employment	3,854	3,922	4,004	2.1%	19
Non-Ag Avg Monthly Wage	\$2,455	\$2,557	\$2,641	3.3%	13
Per Capita Income	\$23,282	\$23,977	\$23,991	0.1%	19
Unemployment Rate*	4.0%	2.9%	2.6%	-10.3%	13
SPENDING & EMPLOYMENT					
Spending by Travelers (Millions)	\$14.0	\$13.7	\$14.9	8.8%	23
Travel & Tourism Related Employment	356	344	348	1.2%	17
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending	\$441.7	\$422.7	\$405.0	-4.2%	21
Transient Room Tax	\$86.6	\$101.2	\$87.4	-13.6%	23
Restaurant Tax	--	--	--	--	--
Car Rental Tax	--	--	--	--	--
Gross Taxable Retail Sales (millions)	\$137.5	\$152.4	\$119.3	-21.7%	21
REGIONAL VISITATION COUNTS					
Capitol Reef N.P.	550,253	513,702	554,907	8.0%	
Palisade S.P.	125,017	211,646	233,739	10.4%	
Yuba S.P.	138,233	122,964	180,045	46.4%	
Fremont Indian S.P.	66,235	64,116	72,184	12.6%	
Territorial Statehouse S.P.	34,894	46,794	50,169	7.2%	

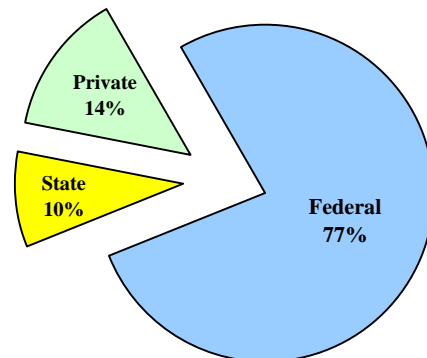
* Several Counties have identical Unemployment Rates
r = revised

Land Ownership - 2007	No. of Acres	% Total
Total Acres in County	4,251,149	100.0%
Federal Government	3,375,203	79.4%
BLM	3,007,407	70.7%
US Forest Service	367,796	8.7%
National Park Service	--	--
National Wildlife Service	--	--
Other •	--	--
State Government	405,458	9.5%
Utah State Parks & Recreation	--	--
Utah State Wildlife Reserves	27,135	0.6%
State Trust Lands	378,323	8.9%
Other ••	--	--
American Indian	1,157	0.0%
Private*	590,584	13.9%

• Includes Military and Bankhead Jones land
•• Includes State Sovereign and UDOT land

*May include some local government land

Land Ownership - 2007



Millard County Tourism Profile

